

Shake Out. Don't Freak Out.

April 21, 2016 is [The Great Utah Shake Out!](#)

Is your business prepared?



Most businesses have not conducted earthquake mitigation measures to protect their assets, staff and business operations.

At no cost to your business, please register at [this link](#) to ensure that your business is prepared to participate in The Great Utah Shake Out.

As you prepare to participate in the Great Utah Shake out and as you prepare your business to bounce back after any disaster please consider the following

1. 40% to 60% of businesses disrupted by a disaster without a continuity plan never reopen.
2. Companies that cannot resume operations within 10 days after a disaster's first impact are not likely to survive.
3. However companies with a business continuity plan and exercise that plan recover faster than businesses with an exercised plan.
4. Companies with a business continuity plan are the least likely to develop communication problems with their stake holders.

This month's disaster tip is to **have a disaster preparedness plan on hand and to resolve to dust it off, update it and exercise it.** At no cost [Be Ready Business](#) can help you update your plan, or help you [create a plan](#) as well as support you with putting together an exercise that meets the needs of your organization.

Let me know how I can help.

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